



Entwurf BOCCASILE Design

Ausstellungsplakate
Exhibition Posters

Entwurf EBERTO CARBONI Design



who can point out new paths and the closer he is controlled, the more banal will be the panorama of advertising art as a whole. We see the deplorable results in almost all countries at the present time. President Cav. Erminio Cedraschi spoke on State Advertising, also in Section A, President Comm. Nino Caimi in Section B on Collective Advertising. On this subject a paper was also submitted by Prof. H. K. Frenzel, who was unable to be present, as he was at the time in Milan, acting as one of the judges at the International Exhibition of Architecture and Applied Art, on behalf of the German Reichsministerium für Volksaufklärung und Propaganda.

Emil Trebitsch, President of the Austrian Advertising Association, spoke on press advertising and President Pierre G. Bastide of Paris on direct advertising.

Prost, general director of the Municipal Advertising Konzern at Frankfurt-on-the-Main spoke on street advertising. This paper is of particular importance inasmuch as writer's suggestion was accepted that all later congresses should be accompanied by an international poster exhibition.

President Dott. Enzo Ferrieri, director of the Sipra, Milan, spoke on Broadcasting advertising.

Cav. Felice Miotti of the Publi-Ciné spoke of Cinematographic and other means of advertising.

President Comm. Raffaello Bertieri, director of the Risorgimento Grafico, Milan, chose advertising and the graphic arts for his subject.

President Ing. Dr. N. A. Halberstma, director of the Philip Undertakings, Eindhoven, Holland, spoke on advertising by light signs and the art of window display.